Betty Lupian

EDT 3010

Dr.Chuck

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Visual Literacy Assignment

1) My interpretation of this visual message is that Americans are over eating proteins. It shows the amounts of beef and chicken that are consumed in a certain amount of time, I assume it’s over a year. They are probably trying to promote healthier eating since Americans consume more protein than normal or going vegetarian since so many chickens and cattle are being processed into goods such as hot-dogs, hamburgers and KFC.

2) An appropriately designed visual follows the *PAT* (Perceptions, Actions, and Tools) model. For Perceptions you need to consider 3 principles, figure/ground, hierarchical, and gestalt. For Actions you need to consider 4 elements, contrast, repetition, alignment and proximity. For Tools designers consider color, simple shape, space, depth, and typography. I think this visual is an interpretative type of visual. I think this because it delivers specific information but then leaves you with a wondering mind because you don’t know what subject to connect it to, there’s too many thoughts in your head and too many possibilities. They did a good job following the PAT model. For the P (perspective), they had gestalt in the visual in a contiguity way since the pictures on the visual direct your vision to the readings of the visual. For A (actions), they had contrast happen thru designing the visual with darker colors on the readings than on the pictures. Repetition also complied with the A since them a couple of statements on beef and a couple on chicken. The alignment was also great since they included a picture for every statement and in the section that it corresponded. For the T, they did a good job with the depth of the text since it is in a darker shadow than the pictures. They did a good job with space too since each statement is in its own little section and it’s not all mixed up. For shapes they did well by using the rectangular table to organize the information. It was designed in a Sans Serif manner since the visual can be used as a heading. Overall I think it is a positive visual since I think it’s trying to make people more cautious about what they eat, so that it benefits their health.

3) This visual can be improved so that people can understand the message that it is trying to deliver for people to learn it. They can improve it by complying with the ACE (Analyze, Create, and Evaluate) model. They did a good job creating it, but if they were to analyze it, then the purpose would be clear and if they were to evaluate it they would see if it’s an effective visual/message or not. I just wish they would’ve given me an idea to connect the information to, so I didn’t see the purpose very clearly but at least I was able to guess, that’s why I think it can be improved by having a connection between the visual and its purpose. Once that is set, and then I would consider the visual effective with an effective message.